

**Amendments to the Specification:**

Please replace the paragraph beginning at page 4, line 14, with the following amended paragraph:

In accordance with another aspect of the present invention, the divider members may be held in place by mating male and female connection members associated with the divider members and retention members respectively. By "associated" it is meant that the male ~~connections~~ connection members and female connection members are either included on, or associated with or are carried on the divider members and retention members respectively. It is contemplated that this arrangement may be reversed, with the divider members having female portions and the retention members having male portions if desired.

Please replace the paragraph beginning at page 5, line 8, with the following amended paragraph:

In one embodiment, each of the retention members includes a plurality of spaced apart apertures, each of which define a female connection member which is adapted to be engageable with one of a corresponding opposed plurality of male connection members associated with a divider member. The retention members are located on the side of the sheet opposite the side on which the divider members are located. The male connection members engage the apertures of a corresponding one of a plurality of retention members. A display member may be retained between any two adjacently cooperated display members. Preferably, the ~~dividing~~ divider members further include a longitudinally spaced rib on each of the divider members to aid in the retention of a member between two adjacent divider members.

Please replace the paragraph beginning at page 6, line 22, with the following amended paragraph:

FIG. 5 is a fragmentary side elevation view along line 5-5 of FIG. 4; [[and]]

Please replace the paragraph beginning at page 7, line 1, with the following amended paragraph:

FIG. 6 is an enlarged, fragmentary front elevation view of a female connection member in accordance with the present ~~invention~~. invention;

Please replace the paragraph beginning at page 7, line 3, with the following amended paragraph:

FIG. 7A is a fragmentary side view of a divider member having a male connection member and a sheet having a female connection member in accordance with the present ~~invention~~. invention; and

Please replace the paragraph beginning at page 7, line 14, with the following amended paragraph:

Referring to the figures generally and in particular to FIG. 1, a display module 10 according to the present invention is shown generally as being disposed within an illuminated display device 12. Illuminated display device 12 includes a housing 14 having a top portion 16, bottom portion 18, and side edges 20a, 20b. ~~Housing 12~~ Housing 14 also includes an opening 22 in a front portion 24 of illuminated display device 12. Optionally, illuminated display device 12 may include a transparent or substantially translucent door (not shown) which may be connected to the housing by any suitable manner, such as by a suitable hinge or hinges.

Please replace the paragraph beginning at page 8, line 1, with the following amended paragraph:

Housing 14 further typically includes lighting source 26 spaced behind display module 10 to backlight display module 10 when display module 10 is disposed within housing 14. Lighting source 26 preferably includes fluorescent light tubes of a suitable length and wattage, but alternatively ~~may be~~ any other suitable lighting source can be utilized as would be recognized by one skilled in the art.

Please replace the paragraph beginning at page 8, line 7, with the following amended paragraph:

Housing 14 may be used either indoors or outdoors and thus may be formed from a relatively rigid and relatively weatherproof material, such as metal, and preferably aluminum, to protect the housing and door from the deleterious effects of sun, wind, rain, snow, freezing temperatures, and elevated temperatures, particularly when illuminated display device 12 is placed in an outdoor environment. If illuminated display device 12 includes a door, the door may also be of a relatively weatherproof material, preferably glass, but may be any other suitable transparent or substantially translucent material which is relatively weatherproof. Additionally, for outdoor use, such as "drive through" of a restaurant, housing 14 may be secured to a suitable base (not shown) mounted in the ground or a suitable supporting surface to add height and to provide stability to housing 14. ~~Housing~~ Housing 14 may further be provided with suitable venting for the interior when display module 10 is disposed within the opening of a housing having a door.

Please replace the paragraph beginning at page 9, line 8, with the following amended paragraph:

Illuminated display device 12 may further include a rotating mechanism 13 which selectively changes the divider members which are visible in opening 22 of housing 14 of illuminated display device 12. In one embodiment, as shown in FIG. 1, rotating mechanism 13 includes two rotating members 29a, 29b which may move display members 30a - 30d of display module 10 along a predetermined pathway defined by a belt 15 that moves as mechanism 13 operates. Preferably, display module 10 includes at least two display modules 10, for example, one for breakfast and a group for lunch, which can travel via rotating members 29a, 29b with belt 15 along its pathway. Belt 15 can be a flexible, transparent or translucent belt having loop (or hook) fastener ~~material~~ material 28 in desired areas to permit the attachment of module(s) 10 thereto, which has hook (or loop) fastener ~~material~~ material 56 on desired areas. Such hook and loop fastener material may be Velcro®.

Please replace the paragraph beginning at page 9, line 21, with the following amended paragraph:

Display module 10 includes a flexible, non-self-supporting, at least substantially translucent sheet 32, a plurality of divider members 34a - 34d, and a plurality of retention members 36a - ~~[[36b,]]~~ 36d, and a plurality of display members 30a - 30d, as shown in FIGS. 1-3.

Please replace the paragraph beginning at page 10, line 17, with the following amended paragraph:

Divider members 34a-d are held in place on one side of sheet 32, preferably on rear side 40, by a corresponding one of a plurality of retention members 36a-d,

preferably on front side 40, as shown in FIGS. 3-6. Retention members 36a-d are secured over sheet 32 in fixed relation to sheet 32 on a side opposite the side on which divider members 34a-d are located. By "secured over" it is meant that the retention members may be directly secured to the sheet, indirectly secured to the sheet by an intermediate member, or integrally formed as part of the sheet.

Retention members 36a-d are indirectly secured to sheet 32 when any one of retention members 36a-d is cooperated with a respective ~~one of a~~ one of divider members 34a-d as will be discussed in detail further below. Sheet 32 is disposed between divider members 34a-d and retention members 36a-d, and retention members 36a-d are preferably located on front side 38 when divider ~~members 34~~ members 34a-d are preferably located on rear side 40. Preferably, retention members 36a-d are carried on, associated with or included on elongated strips of extruded plastic or metal. Alternatively, any other suitable material may be used.

Please replace the paragraph beginning at page 12, line 3, with the following amended paragraph:

Each divider member 34a-d typically includes a retaining structure to retain a portion of one of display members 30a-d. An individual one of display members 30a-d is retained between adjacent pairs of divider members 34a-d having the retaining structures. In one embodiment, as shown in FIG. 4, the retaining structure is a longitudinally extending rib 44 which extends longitudinally along at least a portion of the entire length of divider member 34a, and preferably extends longitudinally along the entire length of divider member 34a. When divider members 34a-d are held in a fixed position by retention members 36a-d, display members 30a-d may be maintained in a relatively fixed horizontal position by opposed ~~pairs longitudinally~~

pairs of longitudinally extending ribs 44 on opposed pairs of divider members 34a-d, for example.

Please replace the paragraph beginning at page 12, line 14, with the following amended paragraph:

In accordance with another embodiment of the present invention, divider members 34a-d may include an opposed pair of longitudinally extending channels (not shown) within a top edge or bottom edge of the divider member for retaining the display member. Preferably, the channels extend longitudinally along at least a portion of the entire length ~~of divider~~ of the divider member, and preferably the longitudinally extending channels extend longitudinally along the entire length of the divider member. When divider members 34a-d are held in a fixed position by retention members 36a-d, a display member may be maintained in a relatively fixed horizontal position by any pair of opposed longitudinally extending channels.

Please replace the paragraph beginning at page 12, line 23, with the following amended paragraph:

Another embodiment of the invention is shown in FIG. 3. Display module 10 is incorporated into an illuminated display device 112 that includes a housing 114, a top portion 116, and side 118 (only the left side 118 is illustrated), light source 126 and Velcro® loop fastening members 128 and optionally a door (not shown). Display module 10 can be conveniently secured within housing 114 by attaching hook fasteners 130 of display module 10 to loop fasteners 128 of housing 114. Obviously, the location of hook and loop fasteners ~~428 and 430~~ 130 and 128 can be reversed, if desired.

Please replace the paragraph beginning at page 13, line 18, with the following amended paragraph:

Preferably, each of male connection members 46 extend through corresponding sheet apertures 52 located in sheet 32 and extend from one side of sheet 32 to the other side of sheet 32, and preferably from rear side 40 to front side 38 of sheet 32. Further, as shown in FIG. 4, each male connection member 46 preferably includes a groove 50 to aid in securing each male connection ~~members~~ member to a corresponding female connection member, as in for example, aperture 54. The female connection members are preferably four spaced apart apertures 54, as shown in FIGS. 4-6. Alternatively, the female retention members may include any female member which will accept any one of male connection members 54a-d. One of display members, such as display member 30a may then be held in place by cooperation of male connection member 46 with aperture 54 of retention member 36a, as shown in FIGS. 4-5, which includes a plurality of radially outwardly extending slots 55 which permit the expansion of ~~aperture 54a~~ aperture 54 during insertion of male connection member 46 followed by a subsequent retraction of aperture 54 over member 46..

Please replace the paragraph beginning at page 14, line 9, with the following amended paragraph:

In another embodiment, where display module 10 preferably is not subjected to a great deal of movement or stress, each divider member 34a-d may not require a corresponding retention member 36a-d to be retained in fixed relation to sheet 32. Thus, for example, divider member 44 in FIG. 4 could be secured to ~~sheet without~~ sheet 32 without the aid of retention member 36a. Instead, each divider member

34a-d has a male connection member 46 which cooperates with one of a plurality of corresponding female connection members on sheet 32, preferably as in aperture 52, for example, as shown in FIG. 7A. Additionally, each male connection member 46 preferably has a retaining structure such as a bulb 60, flange, barb, lip, slit, groove, or other suitable structure which cooperates with the aperture 52 when at least a portion of male connection ~~member 50~~ member 46 is inserted through aperture 52 of ~~sheet 12~~ sheet 32, as shown in FIG. 7B. Aperture 52 may include a plurality of radially outwardly extending slots (not shown) which permit the expansion of the aperture during insertion of male connection member 46 followed by a subsequent retraction of aperture 52 over member 46. When the male connection ~~member 50~~ member 46 is inserted through aperture 52, each divider member 34 is maintained in fixed relation to ~~sheet 12~~ sheet 32.

Please replace the paragraph beginning at page 15, line 3, with the following amended paragraph:

Male connection members 46a-d not only enable divider members 34a-d to be cooperated with retention members 36a-d, but male connection members 46a-d also provide a retaining structure for retaining a portion of any one of display members 30a-d. In particular, a single one of display members ~~[[34a-d]]~~ 30a-d may be retained between any two divider members 34a-d having male connection members 46a-d. It is contemplated that divider members 34a-d may include four or more male connection members 46a-d and any of retention members 36a-d may include a corresponding four or more female connection members to fully support display members 30a-d between two adjacent pairs of ~~display members~~ divider members 34a-d. Divider members 34a-d may further include a longitudinally



extending channel or longitudinally extending rib 44, as shown in FIG. 4 and as described herein, to retain a display ~~member 30a~~ member 30 in between any two adjacent divider members. Each male connection member 46a preferably extends from longitudinal extending rib 44, as is also shown in FIG. 4.

Please replace the paragraph beginning at page 15, line 17, with the following amended paragraph:

In accordance with another aspect of the present invention, sheet 32 includes hook fasteners 56, on at least a top portion 58 of sheet 32, as shown in ~~FIG. 4~~ FIG. 3, which is adapted to be mated with ~~elongated strip of loop fasteners 28 on top portion of sheet 32. Further, sheet 32 preferably includes further areas having hook fasteners which are matable to corresponding portions of loop fasteners~~ fasteners 128 on housing 14 such that display module 10 can be further retained to housing 14.

Please replace the paragraph beginning at page 16, line 1, with the following amended paragraph:

In operation, flexible, non-self-supporting frameless display module 10 is assembled as follows from its components. As shown in FIG. 3 and more closely in FIG. 4, preferably, divider member 34a is pushed flush against rear side 40 of sheet 32. If divider member 34a includes a male connection member 46a, male connection member 46a is pushed through corresponding ~~aperture 52a~~ aperture 52 in sheet 32 such that male connection member 46a extends from one side of sheet 32 to the other side of ~~[[the]]~~ sheet 32. The female connection member, ~~aperture 54a~~ aperture 54, of retention member 36a can then be placed over male connection member 46a and secured, as shown in FIGS. 4-5.

Please replace the paragraph beginning at page 16, line 10, with the following amended paragraph:

Subsequently, display member 30a may be placed on a top portion of extending longitudinal rib 44 if divider member 34a has rib 44, as in FIG. 4. ~~If divider~~ If the divider member has a longitudinally extending channel (not shown), the display member may be placed substantially within the channel. It is contemplated that display member 30a may be pushed flush against rear side 40 of sheet 32 collectively with a first divider ~~member 30a~~ member 34a when first divider member 34a is assembled, and subsequently secured to ~~sheet with~~ sheet 32 with a second divider member 34b which is assembled as described above.

Please replace the paragraph beginning at page 16, line 18, with the following amended paragraph:

After a first display member 30a is associated with at least one divider member 34a, a second opposed display ~~member 34b~~ member 30b may be assembled as described above and as shown in FIGS. 3-5, for example, vertically above or below the first assembled divider member to fully ~~secure a display member~~ 30a secure display member 30b in place. Further, the above method may be repeated for as many ~~divider~~ display members as are desired to be displayed. It is contemplated that not all available retention members and divider members need be used to incorporate larger display members in the display module.

Please replace the paragraph beginning at page 17, line 3, with the following amended paragraph:

If a display member is desired to be changed, any one of display members 30a-d may easily be removed and replaced by simply pulling any one of retention members 36a-d in a direction away from sheet 32. If the retention members are directly secured to ~~sheet or are integral with the sheet~~ sheet 32 or are integral with sheet 32, the display member may be pulled in a direction away from ~~the sheet~~ sheet 32 to access the display member.